

Reading THE NATION

28 FEB – 6 MAR 2022

Last week's sense that Spring has sprung early drove engagement with categories typically affected by seasonality, including Home & Garden and Style & Fashion. Plus, Style & Fashion strutted its stuff thanks the recent Spring/Summer collection launches at the four major international fashion weeks.

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How people with Lifetime ISAs can get £1,000 free government cash before April 5

You could be in-line for some free cash - but you need to be quick



+35%

PERSONAL FINANCE
12.4m Page Views

14.4M

STYLE & FASHION
Page Views +8% WoW

5.2M

MOVIES
Page Views +16% WoW



TOP 10

CONTENT CATEGORIES OF THE WEEK

	Page Views	WoW Growth	Unique Users	WoW Growth	Reader Attention	WoW Growth
Personal Finance	12.4m	35%	4.0m	29%	3.1	4%
Business & Finance	38.2m	30%	8.7m	20%	4.4	8%
Automotive	9.5m	27%	3.1m	21%	3.1	5%
Shopping	5.8m	26%	2.1m	22%	2.7	3%
Home & Garden	9.2m	20%	3.0m	15%	3.0	4%
Education	2.3m	16%	1.0m	16%	2.4	0%
Movies	5.2m	16%	1.9m	15%	2.7	1%
Style & Fashion	14.4m	8%	4.2m	7%	3.4	1%
Sport	44.6m	5%	7.6m	6%	5.9	-1%
Books & Literature	2.0m	5%	0.7m	22%	2.9	-14%

Reader Attention is a measure of total category page views divided by category unique users

THIS WEEK'S OVERVIEW

Last week, a whiff of early Spring boosted engagement in categories typically affected by this seasonality. Next month's ISA deadline added to the ongoing cost of living crisis grew **Personal Finance** by **+35%**; new car reg plates and car tax changes fuelled **+27% Automotive** growth; and **Home & Garden** grew **+20%** as green-fingered Brits finally got their hands dirty with the Spring jobs they've been planning throughout Winter.

And changing seasons - from Autumn/Winter to Spring/Summer - and high interest in the trends on show at recent fashion weeks in New York, London, Milan and Paris increased engagement with our **Style & Fashion** category. **14.4m Page Views** grew by **+8%**, with interest in Women's Fashion & Clothing and Beauty all key drivers.

Finally, the release of The Batman, Warner Bros. Pictures latest comic book epic, increased engagement with our **Movies** category, up **+16%** week on week, as positive critical reaction to the film accompanied interviews with its stars - Robert Pattinson, Zoë Kravitz and Paul Dano - across our publishers.

Source: The Ozone Project 2022

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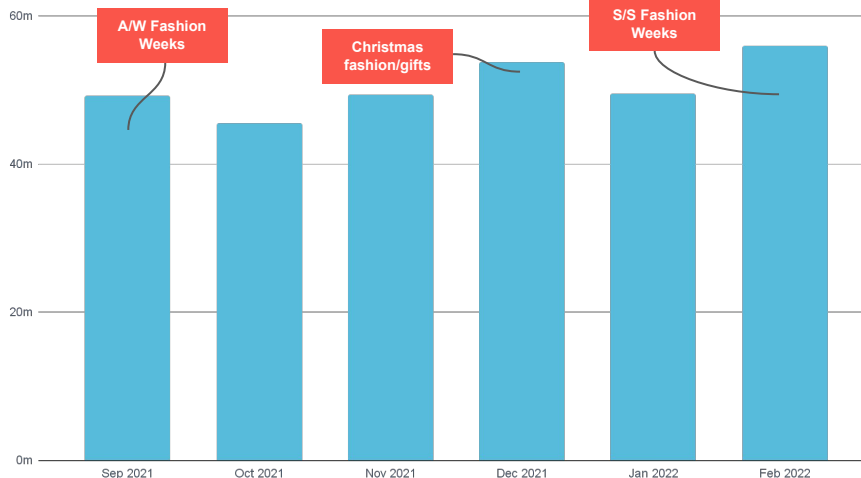


As the Winter months come to an end and Spring thankfully emerges, Style & Fashion has taken centre stage as what to wear (and perhaps, what not to wear as the weather warms up) is shown off on the runways at each of the four major international fashions weeks in New York, London, Milan and – currently – Paris.



STYLE & FASHION UP ON NEW SEASON TRENDS

Engagement with Style & Fashion - Monthly Page Views



TAKE ACTION

Our influential fashion editors and leading publications, including Stylist, Grazia and HELLO!, produce exceptional content that's picture rich and on the pulse of the latest trends.

And as we saw last year, more growth is coming with interest in who wore what on the red carpet at the BAFTA and Oscars awards expected to pique interest.

56.0m
Style & Fashion
PVs in February

Last month, as each of the four major fashion weeks took place, **56.0m Style & Fashion Page Views** increased by **+13%** month on month and was **+29% higher** than February 2021, when lockdown largely relegated the majors to digital-only affairs.

7.9m
Women's Fashion
PVs last week

Within the category, the **Women's Fashion** topic is one of the biggest engagement drivers. **c.30m Page Views** in February was up **+14%** compared to last month, while **7.9m Page Views** last week accounted for **more than 50%** of category attention.

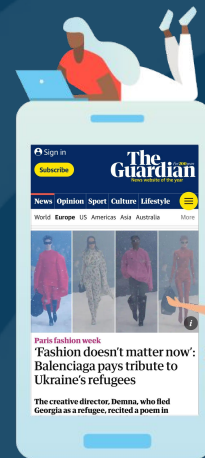
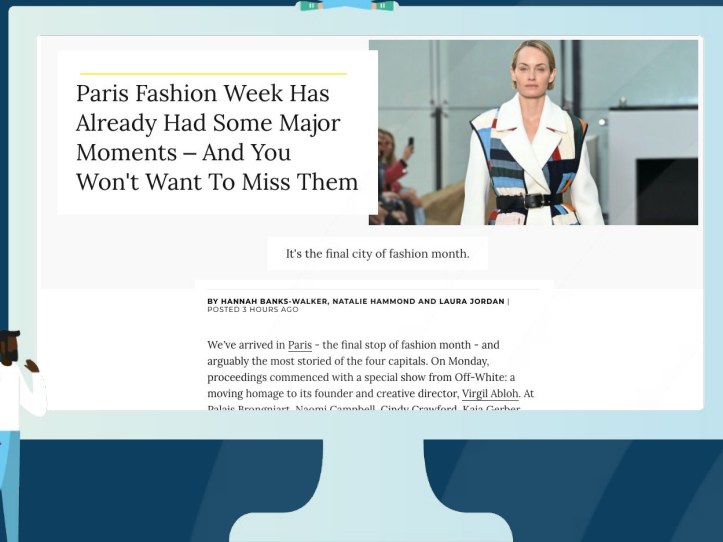
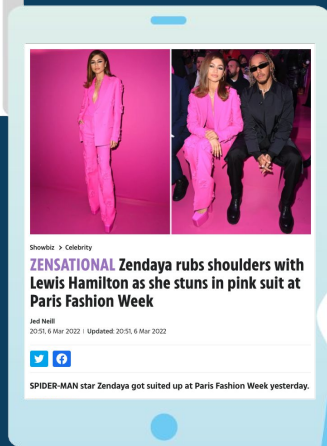
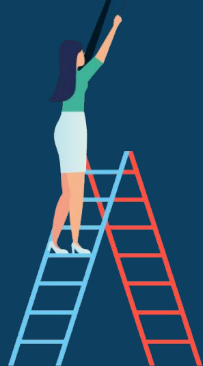
+43%
Weekly Page
Views growth

Paris Fashion Week, which began on Monday 28th February and ends tomorrow, has driven interest in the **Designer Clothing, High Fashion, Luxury** and **Fashion Trends** topics, with combined engagement growing by **+43%** week on week in the last 7 days.

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STYLE & FASHION IN THE HEADLINES



Get in touch

